

business recycling solutions



Recycling – Good For Your Business, Good for the Environment

A Publication of the Sunnyvale Commercial Recycling Program

You Spoke, We Listened A Message From the Editor

A big “THANK YOU” to all of the businesses that sent in their response to the survey included with the last newsletter. As a result of the feedback we received, we’ll continue to mail this newsletter on a quarterly basis. If you would prefer to receive the newsletter via email only, please send your request, including the business name and mailing address, to jbenabente@ci.sunnyvale.ca.us.

You’ll notice that the newsletter now has sections dedicated to recyclable materials, sustainability,

and garbage issues. We’ve also changed the name to better represent the newsletter’s purpose and added a new frequently asked questions section.

I hope that you enjoy the new format and share your suggestions so that this publication continues to serve your business needs.

Julie Benabente

City of Sunnyvale
Commercial Recycling Specialist

UPCOMING EVENTS



Santa Clara County Business Hazardous Waste Drop-off Events

August 20
September 17
October 15

Qualifying businesses may participate by appointment only.
(408) 299-7300
www.hhw.org

Recycle It! Upcoming E-Waste Regulations

E-Waste is a term commonly used to refer to electronic products nearing the end of their “useful life”*. Obsolete electronics represent one of the fastest growing and problematic components of California’s waste stream. E-waste can contain a variety of toxic materials such as lead, cadmium, barium, and mercury. These materials, when disposed of improperly, can pollute our soil, air, water, and ultimately our bodies.

Beginning in February 2006, all consumer electronic devices will be banned from disposal**, including common business electronics such as:

- Cell phones & telephones
- Laptops
- Printers
- Faxes & Copiers
- Personal Digital Assistant (PDA)

If these options aren’t available, recycle it! For a list of donation and recycling options for e-waste, visit the CIWMB’s Electronic Product Management Directory at www.ciwmb.ca.gov/Electronics/Collection or call the County Hazardous Waste Program at (408) 299-7300.

*California Integrated Waste Management Board, www.ciwmb.ca.gov/electronics.
**California Department of Toxic Substances Control, Universal Waste Rule, www.dtsc.ca.gov.



Chuck Schuetz, CEO of WeirdStuff Warehouse in Sunnyvale, stands next to e-waste collected from local businesses for reuse or recycling

Electronics containing cathode ray tubes (e.g. computer monitors and televisions) are already banned from the landfill.

Businesses that generate more than 27 gal. or 220 lbs. of hazardous waste per month must already have a program in place to dispose of consumer electronics. Businesses that generate less than that threshold should begin setting up programs now to properly dispose of electronic equipment.

If your business generates e-waste, try to resell or reuse the item internally first. Sometime a business can donate working e-waste to a nonprofit.

Recycling Contacts

City of Sunnyvale
Commercial Recycling Program
www.sunnyvalerecycles.org
(408) 730-7484
jbenabente@ci.sunnyvale.ca.us

SMaRT Station®
(301 Carl Road, Sunnyvale)
Disposal/recycling drop-off center
www.sunnyvalerecycles.org
(408) 752-8530

Specialty Solid Waste & Recycling
Cardboard recycling service
(408) 565-9900

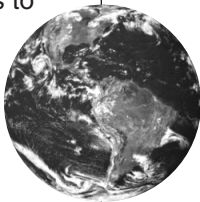
Towards Sustainability Defining the Concept

Survey respondents expressed an interest in learning more about sustainability in business. Let's start with the basics:

What is Sustainability?

In 1987, the United Nation's World Commission on Environment and Development developed this definition:

"[Sustainability is] meeting the needs of the present without compromising the ability of future generations to meet their own needs." Generally, sustainability is seen as balancing three objectives: a prosperous economy, quality environment and social equity.



How Can I Learn More About Sustainability?

For business sustainability resources, visit www.sunnyvalerecycles.org and click on "Business and Commercial" then the "Sustainability in Business" link.

Refuse Report Debris Box Rates Reduced

Beginning July 1, 2004, businesses with debris box service have seen a 5-6% reduction in their debris box rates. This adjustment, meant to more closely reflect cost of service, is based on an



updated debris box rate calculation model. Overall, the City's annual utility rate-setting brought a 4% increase in garbage rates. For more information on the Fiscal Year 2004/05 garbage rate changes, please see the

April 27, 2004 Report to Council (#04-147) at www.sunnyvale.ca.gov.

Refuse Contacts
City of Sunnyvale Revenue Division
Garbage service and billing issues
(408) 730-7681

Your Inquiries

Q Why doesn't Sunnyvale offer a City-sponsored recycling program for businesses?

A The following may help to shed light on this common question:

Open market competition can offer businesses a choice of haulers and competitive rates for recycling services.

The markets for recycled materials change rapidly. Industrial waste generators change the materials in their waste outputs as new products enter the market and old products exit. Private sector recyclers are closely attuned to the fluctuating markets and can better adjust operations to serve

their customers if allowed to operate without City oversight.

Material (e.g. mixed paper, concrete, wood, cardboard, steel) that comes into the Sunnyvale Materials Recovery & Transfer (SMaRT) Station® as garbage is already being diverted for recycling. For example, in fiscal year 2002-03, 21% (or over 46,000



tons) of the garbage was diverted for recycling. The largest portion of this diverted material (by weight) was mixed paper at 26%.

Taking into account truck purchases, truck maintenance, collection labor, bins, outreach materials and administrative costs, it would be costly to start and manage a new recycling program. Plus, those costs would be passed on the City's garbage rate payers.

Send your questions to
jbenabente@ci.sunnyvale.ca.us.

Business Recycling Solutions
is available online at
www.sunnyvalerecycles.org

Printed on 100% Recycled Content Paper, 50% Post Consumer Waste, with soy-based ink.

Inside
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PRSRT STD
US Postage
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Sunnyvale, CA
Permit No 112



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